CLASS SPECIFICATION
County of Fairfax, Virginia

CLASS CODE: 1257   **TITLE:** COMMUNICATIONS SPECIALIST II   **GRADE:** S-24

DEFINITION:
Under direction, works independently to supervise, manage and implement communication programs to support the mission of a Department and/or County and performs other duties as required.

DISTINGUISHING CHARACTERISTICS OF THE CLASS:
The Communications Specialist II is distinguished from a Communications Specialist I in that the Communications Specialist II works independently to supervise, manage, and implement a total strategic communications program on behalf of a Department and/or County while a Communications Specialist I executes details of communications programs and projects.

The Communications Specialist II is distinguished from a Communications Specialist III in that the Communications Specialist II works independently to supervise, manage and implement a total strategic communications program on behalf of a Department and/or County whereas the Communications Specialist III serves as department chief over communication planning and strategy and develops, designs, and directs a total strategic communications program on behalf of a Department and/or County.

TYPICAL TASKS:
Supervises and manages all communication planning and programs for the department;
Planning and implementing photographic coverage of events;
Plans and implements a Speakers Bureau or plans speaking engagements for department;
Makes presentations on behalf of the department to community and County;
Plans and implements event and meetings;
Writes speeches for presentation to community and County;
Writes proposals in support of departmental goals and projects;
Produces multimedia productions to support the goals of the department (multimedia may include audio, video or online productions);
Implements and supervises the implementation of print production projects;
Implements and supervises the implementation of website development and new media projects;
May serve as spokesperson for the department with the media;
Budgeting and cost control for communication projects that are supervised;
Conducts audience / constituent research for evaluation and measurement of communication programs;
Serves as a member of the department's communication planning (strategic planning, action planning) team;
Makes public presentations on behalf of department.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:
Ability to supervise the work of others in publication management, multimedia development, community relations **or** media relations;
 Ability to write, edit and design for departmental publications;
Ability to write for multimedia;
Ability to use photography equipment and to plan photography coverage;
Ability to format online media;
Ability to use current computer software and email;
Ability to develop or create Web sites;
Ability to solve problems;
Ability to be able to manage projects (including budgeting);
Ability to be able to communicate in a crisis;
Ability to adapt broadly defined policy guidance to specific situations with a minimal amount of supervision;
Ability to work under pressure;
Ability to participate in meaningful interchange of views on matters of critical importance to the County;
Ability to plan and review the work of others;
Ability to lead a division of communicators;
Ability to establish and maintain effective relationships with the public, the press, and County employees.

EMPLOYMENT STANDARDS:
Any combination of education, experience, and training equivalent to:
Bachelors degree in communication, business administration or field related to subject matter expertise, plus five years of progressively responsible experience in communication area of specialization or area of specialization of department represented.

CERTIFICATES AND LICENSES REQUIRED:
Not applicable.

NECESSARY SPECIAL REQUIREMENTS:
None.

                                        ESTABLISHED: April 23, 2007